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Swedish Diplomat PR appoints new CEO – Continued growth and international expansion on the agenda

Diplomat PR has appointed Anna-Karin Hedlund, Communications Director of Samhall as new CEO and partner. The appointment enables current CEO, Gunnar Fröroth, and fellow Founding Partners, Björn Nyblom and Anders Oremark to focus on clients and business development. Gunnar Fröroth will also be in charge of Diplomat PR's establishment in Brussels.

- With her solid background in communications, from the Government Offices, communications consultancy Kreab and most recently Samhall, one of Sweden's largest state owned enterprises, Anna-Karin Hedlund will play an important role in Diplomat PR's continued development, says Björn Nyblom, Chairperson and Founding Partner of Diplomat PR.

As Anna-Karin Hedlund assumes her position, 1 September, the three founding partners will concentrate on business development and strategic client relationships.

- Diplomat PR has both showed and proved its ambition to be a leading Swedish communications advisor and I look forward to contribute to the firm's development, both internally and in client projects, ads Anna-Karin Hedlund.

Diplomat PR aims at continued growth in a number of areas – among them geographic expansion – and is establishing an office in Brussels in order to offer clients on-site lobbying and surveillance capability of EU-related matters.

- As an advisor to large Swedish companies and organizations we see the need for the capability to monitor and influence processes in the EU-system. An office in Brussels is therefore a logical step in our continued development, says Gunnar Fröroth, CEO, Diplomat PR.

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Diplomat PR provides strategic advice and operational support in communications to companies and organisations. The firm employs more than 20 consultants and in 2007 had revenues of approximately €2.7 million. In 2007 Diplomat PR started a subsidiary focusing on financial communication – Diplomat IR – jointly owned with Lena Torlegård, CEO of Diplomat IR. The firm has one office located in Stockholm, Sweden.